

2010 Existing Business of the Year



Weather or Not®

Your Business Is On Our Radar

"The KSBDC helps us to bring focus and clarity to every opportunity, allowing Weather or Not to develop a winning strategy during unpredictable times. Elisa Waldman listens, brainstorms, evaluates, recommends and then listens again. The KSBDC has been an invaluable partner in the growth of Weather or Not."

– Sara Croke, Owner



Sara is updated on how the weather will affect their clients.

**Johnson County
Community College
Kansas Small Business
Development Center**

Regnier Center, Room 240
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Overland Park, Kansas 66210-1299

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www.jccc.edu/ksbdc

Weather or Not, Inc.

Owner	Sara Croke
Nature of Business	Meteorological consulting/Specialized forecasting
City	Shawnee
County	Johnson
Phone	913 - 722 - 3955
Web Site	www.weatherornot.com
Business Structure	S Corporation
Business Began	1985
Employees	12
KSBDC Consultant	Elisa Waldman

At the conclusion of a successful career in television weather broadcasting, Sara Croke found herself passionate about weather and eager to create a business focused on meteorology. She paired her seasoned forecasting skills with her intense appreciation for accuracy and outstanding customer service to launch Weather or Not, Inc. Weather or Not is a 24/7 weather consulting service that delivers custom forecasts to companies whose business needs depend on weather. Sara identifies unmet forecasting needs among weather-dependent businesses and now boasts regional clients in a wide range of industries including public works, airports, construction, parks and recreation, schools, snow removal, and athletics.

Since 1985, Weather or Not has grown to 12 employees. Sara enjoys mentoring her employees and learning from them. In this high-tech age, Sara realizes the benefits of applying human intelligence and a personal approach to the scientific development of forecasts. Weather or Not's customized services increase awareness, lead-time, profitability and job safety for companies by making them aware of the weather before it happens. After the storm, it is Weather or Not's detailed reporting that supplies many businesses with the budget justification for expensive resources needed to manage facilities and road crews.

Sara has worked with the SBDC in many capacities. Before opening the business, she attended an SBDC introductory class; today, she continues to meet with a KSBDC consultant to work on growth strategies. According to Sara, the KSBDC provides her with the grounding to navigate through dozens of options and opportunities. Most recent among these opportunities was the innovation of A+ Weather Alerts, a unique text messaging technology. Sara worked with the KSBDC to design a multi-year financial planning tool which was critical in securing the funding needed to develop the new technology. Sara describes the KSBDC as "keeping pace with our ever-changing business landscape and offering relevant resources and strategies along the way."

Sara embraces the freedom that entrepreneurship affords her. She thrives on designing new products and creating unique solutions to solve customer needs. As a KSBDC client, Sara is most impressed by the robust offering of KSBDC resources, such as cost-efficient training, invitations to attend business seminars, and connections to local professionals. In return, Sara offers guidance to aspiring entrepreneurs through her many community commitments, mentoring programs and professional networking. Sara looks forward to continuing to expand the products and services of Weather or Not, meeting the future needs of businesses today.

Secret to Success

"Reaching out to successful entrepreneurs and skilled business advisors is the key to business growth. It is imperative to surround yourself with people who have traversed the same path in pursuit of happiness and profitability."